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| QP Code: D133140 | Total Pages: 1 | Name: |
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FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

JOU1MN102 Introduction to Electronic Media

2024 Admission only

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| Maximum Time :2 Hours | Maximum Marks :70 |
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Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

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| 1 | Broadcasting |
| 2 | AIR |
| 3 | Adobe Premiere Pro |
| 4 | Multimedia |
| 5 | Interactive media |
| 6 | Podcasting |
| 7 | Digital Media |
| 8 | Sender |
| 9 | Photoshop |
| 10 | Video Streaming |

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

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| 11 | Define electronic media and differentiate from traditional media. |
| 12 | Examine the role of technology in electronic media. |
| 13 | Identify and describe the primary tools used for audio production in electronic media. |
| 14 | Identify and explain the key features of digital video cameras. |
| 15 | Discuss the purpose and function of sound effects in electronic media. |
| 16 | Analyze how AI-generated content is impacting the role of human creators in electronic media. |
| 17 | Identify the different types of electronic media platforms. |
| 18 | Analyze the significant ways electronic media has transformed how people interact with each other. |

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

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| 19 | Predict the future of electronic media, analyzing potential technological advancements and their likely impact on media consumption and production. |
| 20 | Differentiate electronic media from traditional media by analyzing the key characteristics and features of each, using relevant examples. |